

Message Text

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PAGE 01 STATE 159042

60

ORIGIN NEA-12

INFO OCT-01 ADP-00 EB-11 COME-00 BAL-03 M-03 SS-07 RSC-01

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DRAFTED BY NEA/EX:BPWALKER/LRHUNT:DP

8/10/73 22460

APPROVED BY NEA/EX:LRHUNT

NEA/EX/PM:RMGIBSON

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EB/CBA/OCA:NSLAKAS (PHONE)

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O 102246Z AUG 73

FM SECSTATE WASHDC

TO AMEMBASSY TEL AVIV IMMEDIATE

UNCLAS STATE 159042

E.O. 11652: N/A

TAGS: AFSP, IS

SUBJECT: PROPOSED ISRAEL TRADE CENTER

1. IN CONNECTION WITH FY '75 BUDGET REQUESTS, DEPARTMENT OF COMMERCE HAS PROPOSED ESTABLISHMENT OF A TRADE CENTER IN TEL AVIV, TO BE MANNED BY THREE AMERICAN OFFICERS AND FOUR LOCAL EMPLOYEES, WITH OBJECT OF INCREASING AMERICAN SALES TO ISRAEL. PURPOSE OF CENTER IS TO BE MAJOR EFFORT REGAIN LARGER SHARE OF THE ISRAELI MARKET. ACTIVITIES WOULD BE LARGELY PROMOTIONAL, E.G., EXHIBITOR PRODUCT SHOWS, TRADE MISSIONS, CATALOG SHOWS, SALES AND TRAINING SEMINARS, ETC. CENTER WOULD ALSO BE MADE AVAILABLE LOCAL AMERICAN BUSINESS REPRESENTATIVES FOR CONTINUING PROMOTIONAL PURPOSES.

2. WE NEED FROM EMBASSY BY OPENING BUSINESS TUESDAY, AUGUST 14 YOUR VIEWS FOR OR AGAINST PROPOSED CENTER.

ROGERS

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